

# Zhengyang Huang

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## Proficiencies

### UI/UX, Visual Design

#### **Prototype, Responsive Design:**

Figma, Adobe XD

#### **Motion Graphics:**

Adobe After Effects, Premiere Pro, Audition, Lottie Animation

#### **Images, Illustration, Layout:**

Adobe Illustrator, Photoshop, Lightroom, InDesign

### 3D & Game Interactives

#### **Modeling, Shader, Animation, Photogrammetry:**

Blender 3D, Maya, Adobe Substance Painter, RealityCapture

#### **Interaction Design and Dev:**

Unity 3D, C#

### Front-End Development

#### **Programming, CMS:**

Wordpress, Squarespace, Wix, HTML, CSS, Javascript, JQuery, Bootstrap

#### **Accessibility:**

Information Architecture, SEO, Web Content Accessibility Guidelines(WCAG)

### OS & Office Software

Windows, MacOS, Linux (GNU Bash), Microsoft Office, Google Suite

### Soft Skills

Concept Building, Creative Strategy, Time Management, Attention to Details, Communication

## Career Experiences

### Digital Design, UI/UX, Interaction, Freelance

08/2021 - present

#### Cribit (AI-Driven Movie Review App)

##### **UI/UX Design and Consultation**

*\*unable to disclose design in portfolio at the moment*

- **Creative Direction:** Identified and resolved 10+ critical issues in the web app with an onboarding process and designs centered around key features, enhancing user flow, site architecture, and visual design.
- **UI/UX Design:** Redesigned the entire mobile-centered prototype in Figma to enhance usability, accessibility, and intuitive user interaction. Received positive user feedback in A/B Testing.
- **Visual Content Creation:** Created engaging content, over 5 illustrations, and interactive assets using GPT4, Stable Diffusion and Adobe Suite.
- **Collaborative Achievement:** Collaborated with a team of 3 Designers to refine project edits and led productive 30-minute meetings to discuss goals, edits and feedback.

#### Kindred Spirit (Film Production)

##### **Web Design, Graphic Design, UI/UX, Front-end Development**

- **Web Transformation:** Led the redesign and development of the company's [Squarespace site](#), from prototyping to launch within 4 months.
- **Experience Enhancement:** Designed 10+ custom UI widgets, created bilingual content structure. and optimized content to improve interactivity, responsiveness, and content grouping.
- **User Engagement:** Improved SEO and site accessibility, leading to a first-page Google ranking for 5 major search terms, increasing organic traffic by 35% and reducing bounce rate by 20%.
- **Project Management:** Managed project communications with stakeholders, aligning design direction and timelines, reducing delivery times and ensuring thorough documentation for future updates.

#### Global Talent Link (Youth Education)

##### **Visual Design, Videography, Wordpress Design and Dev**

- **Visual Strategies:** Upgraded brand visuals and storytelling by creating 45+ visual assets including logos, illustrations, web animations, video, motion effects, and layout designs.
- **Website Transformation:** Overhauled [WordPress site](#) to enhance user experience, content organization, and responsive design, adhering to brand guidelines and managing content across 4 services.

## Press

[Fermynwoods Focus – Zhengzhou and Zhengyang Huang](#),  
Fermynwoods Contemporary Art, 2023

[Xylophobia: Online](#), Fermynwoods Contemporary Art, 2023

[Virtual Poster Exhibition SLSA](#),  
Society for Literature, Science, and The Arts, 2021

[Image at Surface](#), Artsy, 2019

## Awards

Clifton Webb Scholarship,  
University of California Los Angeles, 2021

Dr. Hyman Eugene Oxman & Frieda Dreyer Oxman Fellowship,  
University of California Los Angeles, 2021

Alumni Association Award, William & Mary, 2019

Honors Research Project Fellowship, William & Mary, 2018

Phi Beta Kappa, Member Initiation, Alpha of Virginia at the College of William and Mary, 2018

The Joseph Palin Thorley Memorial Scholarship for the Study of Art, William & Mary, 2017 - 2018

- **Video Campaign:** Produced a [marketing video](#) that achieved a 150x increase in views by incorporating educational content with dynamic animations for maximum impact.
- **Cross-Team Collaboration:** Led cross-functional collaboration with 4 teams including marketing, service, and development, coordinating 5+ project deliveries and resolving technical issues.

## [Voyageurs Creative Bureau LLC. \(Design Solutions\)](#) Visual Design, UI/UX

- **Visual and Experience Strategies:** Developed 2 iterations of visual and interaction design strategies, including storyboards and prototypes.
- **Brand Building:** Created wireframes in Adobe XD and motion effect demos to enhance brand identity and interactivity based on client needs.
- **Project Initiation:** Initiated projects by collaborating with the two founders to define brand image, project scope, and targeted CMS.

## Art Experiences & Exhibitions

Led diverse creative projects across motion, visual design, VR video, 3D animation, web interaction, real-time game engine applications.

- [At Home](#), 2023 [IKEA Residency](#), Los Angeles, CA, 04/2024 - 05/2024
- [Xylophobia: Online](#), [Fire](#), Fermynwoods Contemporary Art, online, 04/2023 – 04/2024
- [Society for Literature, Science, and The Arts Poster Exhibition](#), [Air](#), [Water](#), [Fire](#), Penny W. Stamps School of Art & Design at the University of Michigan, Ann Arbor, 09/2021
- [The Last Online Show](#), [Air](#), [Water](#), [Fire](#), Design Media Arts MFA thesis show, UCLA, Los Angeles, CA, 05/2021
- [Air](#), solo show, UCLA, Los Angeles CA, 02/2021
- [Share Screen](#), [Artstrology](#), Design Media Arts fall preview show, UCLA, Los Angeles, CA, 10/2020
- [Image at Surface](#), solo show, Linda Matney Gallery, Williamsburg, VA, 04/2019
- [A Sense of Occasion](#), Andrews Gallery, Williamsburg, VA, 05/2019
- [Transposition: Asian Cultures](#), [Fan Impromptu](#), Linda Matney Gallery, Williamsburg VA, 02/2018

## Education

**University of California, Los Angeles, Extension, CA** **09/2022 -12/2023**  
Application Programming: *Web App Development*, *.Net Framework*, *SQL*  
Data Science: *Data Visualization*, *Machine Learning*, *Relational Database Modeling*

**University of California, Los Angeles (UCLA), CA** **09/2019 - 06/2021**  
MFA, Design Media Arts

**College of William and Mary, Williamsburg, VA** **08/2015 - 05/2019**  
BA, Visual Arts Studio